



## Big Cartel Moves from Gmail to Customer Wow with Desk.com

Moving from Gmail to CRM for customer service

Need for flexibility and customizability

An eye to the future

### A Tech-Savvy Team with a Development Background

Matt Wigham, CEO of Big Cartel, has something of a development background. In fact, Big Cartel's community-facing help area was designed and built by him and his team. He had been looking for a better way to handle customer service and support issues, and had tried smaller systems and also Zendesk, but they weren't quite right. He found them slow and cumbersome even compared to Gmail. Then a few months ago he discovered Desk.com, and a recommendation from friend at Squarespace convinced him that was the best route for them.

ORGANIZATION  
<http://www.bigcartel.com>

### Thoughtful Selection of Desk.com

"Getting us from Gmail to a dedicated CRM system had been a back burner, pet project of mine for quite a while. I wanted to be certain before we fully committed to a platform. Once we had more than one person in support, the risk of confusion was just too great. We were using Gmail exclusively, and with more than one person using the same email account, we had been mired in a clunky 'colored stars' approach that just wasn't efficient."

### Design Control a Priority

He also wanted more design

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control and was also immediately drawn to Desk.com’s easy set up and absence of forwarding.

“It just felt like a smarter way of doing it. We never could get other support systems set up exactly as we wanted, and none of them felt like the perfect fit. Desk.com was simple and intuitive. Like our Gmail experience, it worked like an email client but in a way tailored for support requests. It didn’t take any time at all to learn. I signed up for the trial, kicked the tires, migrated our sister site, [Pulley](#), over to make sure it was working well, and made the switchover. ”

**“Desk.com Did Exactly What We Needed”**

“I’ve been pleased with the ability

to tie right in. We could use Desk.com for exactly the things we needed, and then leverage the other areas we’ve already established ourselves. Since we deployed, I’ve been discovering more gems about the software. You can tell there are some like-minded people developing their system.”

Wigham says that the real strength of Desk.com to Big Cartel is that they were “able to use it exactly as we wanted it to perform.”

“It handles tickets smoothly, it’s great for multiuser collaboration, and it had great integration that we didn’t get elsewhere. I’d say overall that Desk.com’s flexibility and customizability are the

biggest benefits. We’re very happy with Desk.com, and we feel confident about adding new customer agents as we grow. We’re excited about what Desk.com has in mind for the future.”

[About Desk.com:](#)

Desk.com helps small businesses deliver affordable service and support to the “new customer”—socially active and with high expectations. The system is a social help desk that services customers by traditional methods but also by social channels like Twitter and Facebook. Teams work from an easy-to-use desktop, so queries never fall through the cracks. The Desk.com mobile app frees teams from their desks and allows service “on the go.”